

BETANIA KARTIKA MUFLIH



- INTERNATIONAL INSTITUTE FOR HALAL RESEARCH AND TRAINING
- IIUM Gombak Campus
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ACADEMIC QUALIFICATION

- Qu'ran Sunnah
- Usul-ud-Din
- Usul-ud-Din

TEACHING RESPONSIBILITIES

CONTEMPORARY ISLAMIC RULINGS ON HALAL ISSUES	2020/2021
ETHICS AND TOYYIBAN CONCEPT IN HALAL PRODUCTS AND SERVICES	2019/2020 2020/2021
FIQH 1 FOR HALAL INDUSTRY PRODUCT AND SERVICES	2020/2021
FIQH 1 FOR HALAL INDUSTRY PRODUCTS AND SERVICES	2019/2020 2020/2021
FIQH 2 FOR HALAL INDUSTRY PRODUCTS AND SERVICES	2014/2015 2015/2016 2016/2017 2017/2018 2018/2019 2019/2020
FUNDAMENTALS AND APPLICATION OF FIQH IN HALAL INDUSTRY	2020/2021
ISLAMIZATION OF ENGINEERING STUDIES	2016/2017
SEMINAR	2014/2015 2015/2016 2016/2017
VALUES, TECHNOLOGY AND SOCIETY	2016/2017

RESEARCH PROJECTS

In Progress

2020 - Present	Ethics and Toyyiban Concept in Halal Products and Services
2020 - Present	Certified Halal Executive Training
2019 - Present	KIHCA Halal Audit

2019 - Present	Certified Halal Executive Training
2019 - Present	Program Persediaan Industri dan Perkhidmatan Halal
2019 - Present	Certified Halal Executive Training
2018 - Present	Insight Analysis of Current Aquaculture Farming Practice Towards Incorporating Green and Shariah Compliant Elements
2018 - Present	Understanding Current Aquaculture Farming Practice Towards Incorporating Green and Shariah Compliant Elements
Completed	
2020 - 2020	Certified Halal Executive Training
2019 - 2020	Certified Halal Executive Training
2019 - 2019	Certified Halal Executive Training
2019 - 2019	Program Persediaan Industri dan Perkhidmatan Halal
2019 - -1	KIHCA Halal Audit
2019 - 2019	KIHCA Halal Audit
2016 - 2019	Production and Quality Parameters of Halal Local Ingredients and Natural Products
2015 - 2018	Charaterization of Alcohol Content and the Impact of Its Physicochemical Properties In Various Types of Halal Vinegar Products
2015 - 2019	The Comprehensive Study on Al-Jallalah Animals and Its Impact on Malaysian Aquaculture Industry

PUBLICATIONS

Article

- 2020** [Fiqh approach in halal logistic operation.](#) TEST Engineering and Management , 83 (March-April) pp.18027 -18033
- 2020** [The importance of preserving the freshness of fish to fulfil the tayyiban based on the analysis of scientific and Islamic jurisprudence principles.](#) Food Research , 4 (Supplement 1 (Special Issue: Global Halal Sphere Conference 2019)) pp.274-280
- 2020** [Role of halalan thoyyiban consumption.](#) @Halal pp.8-8
- 2020** [Nature's sustainable aqua gift: Pearl in Unani medicine.](#) Journal of Halal Industry & Services , 3 (Special Issue) pp.1-5
- 2020** [A critical analysis of halal marketing in Malaysia's Multi-Level Marketing \(MLM\) industry.](#) Journal of Halal Industry and Services , 3 (1) pp.1-13

- 2020 [Unani medical tourism in India: scope, influential factors, development strategies.](#) Journal of Halal Industry & Services , 3 (Special Issue) pp.1-5
- 2020 [Muslim-friendly railway services: concept and challenges of Malaysian Electric Train Service \(ETS\).](#) Journal of Halal Industry and Services , 3 (1) pp.1-13
- 2020 [Influencing factors for Malaysian Muslim women consumers in purchasing of non-certified halal international brand makeup products in Mid Valley Megamall Kuala Lumpur.](#) Journal of Halal Industry and Services , 3 (1) pp.1-13
- 2020 [Underlying the dimension of knowledge factors in purchasing Halal product among Muslim consumers.](#) Malaysian Journal of Social Sciences and Humanities (MJSSH) , 5 (4) pp.34-40
- 2020 [Consumers purchase intention of halal brand products in Bosnia and Herzegovina: extension version of theory planned behaviour.](#) International Journal of Islamic Marketing and Branding
- 2020 [A systematic review on tourism stakeholders' roles practices towards sustainable tourism using khalifah perspectives.](#) Journal of Islamic, Social, Economics and Development (JISED) , 5 (34) pp.29-43
- 2019 [The role of Halal certification on purchase intention towards food products from MENA countries: a SEM study.](#) Journal of Islamic Monetary Economics and Finance , 5 (1) pp.63-88
- 2019 [Fourier Transform Infrared Spectroscopy \(FTIR\) coupled with multivariate calibration and discriminant analysis for authentication of extra virgin olive oil from rambutan seed fat.](#) Food Research , 3 (6) pp.727-733
- 2019 [Muslim-friendly hospital services framework.](#) Halal Journal , 3
- 2019 [The use of FTIR and Raman spectroscopy in combination with chemometrics for analysis of biomolecules in biomedical fluids: a review.](#) Biomedical Spectroscopy and Imaging , 8 (3-4) pp.55-71
- 2018 [A research framework of the halal certification role in purchase intention of muslim consumers of the food products from muslim majority countries in the middle east and North Africa.](#) International Journal of Modern Trends in Business Research , 1 (2) pp.15-28
- 2018 [Exploring the elements of Muslim-friendly airline services.](#) Journal of Halal Industry & Services , 1 (1) pp.1-11
- 2017 [The standard elements for muslim-friendly accommodation premises.](#) Journal Of Contemporary Islamic Studies , 3 (2) pp.121-134
- 2017 [The concept and component of contaminated animals \(Al-Jallah Animals\).](#) International Food Research Journal (IFRJ) , 24 (Suppl.) pp.S436-S440
- 2017 [Study on physiochemical properties and the halalness of commercially marketed vinegar in Malaysia.](#) International Food Research Journal (IFRJ) , 24 (Suppl.) pp.S428-S435

Conference or Workshop Item

- 2019 [The theoantropocentric based model of demand and supply.](#) In: **International Symposium on Research in Innovation and Sustainability (Isoris) 2019**

- 2019 [The importance of implementing good aquaculture practices based on the analysis of Qur'anic verses.](#) In: **International Symposium on Research in Innovation and Sustainability (Isoris) 2019**
- 2019 [The implementation of Asean GAqP in overcoming Al-Jallalah related issues; with the focus on shariah-compliant and sustainability elements.](#) In: **International Symposium on Research in Innovation and Sustainability (Isoris) 2019**
- 2019 [The Importance of implementing good aquaculture practices based on the analysis of scientific and Islamic jurisprudence principles.](#) In: **Global Halal Sphere Conference 2019**
- 2018 [The importance of the halal certification based on Imam Nursi's concept of frugality.](#) In: **International Conference on Halal Innovation in Products and Services 2018 (i-CHIPS 2018)**
- 2017 [Moderation \(wasatiyyah\) in Islam and its manifestations from the Quran and Sunnah: Imam Bediuzzaman Said Nursi's perspective.](#) In: **International Conference on Bediuzzaman Said Nursi's Thought on Wasatiyyah and An Exemplary Society**
- 2015 [The importance of halal consumption in forming a civilized Muslim .](#) In: **International Conference on Empowering Islamic Civilization in the 21st Century (ICIC 2015)**
- 2015 [The importance of halal consumption in forming a civilized Muslim.](#) In: - **International Conference on Empowering Islamic Civilization in the 21st Century**

Book

- 2018 [Halal 101 terminologies.](#) HH Academic . ISBN 978-967-16545-0-7

Book Section

- 2018 [Technical review on vinegar fermentation process and physiochemical properties of vinegar product based on Shariah and scientific perspectives.](#) In: **Proceedings of the 3rd International Halal Conference (INHAC 2016)** Springer Nature . ISBN 978-981-10-7256-7 , pp.491-499